



## East Africa Private Sector Engagement for the Prosper Africa Initiative Annual Program Statement (APS)

### ABOUT THIS OPPORTUNITY

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**Concept paper submission period** - November 22, 2019 to May 22, 2020

#### What is the Prosper Africa initiative?

Prosper Africa is a United States Government initiative supported by multiple US Government agencies. The goal is to increase two-way trade and investment between the United States and Africa. By working hand-in-hand with the private sector in the design and delivery of programs across all sectors, USAID aims to harness resources to open markets and other opportunities for U.S. and African businesses. [Read more about Prosper Africa.](#)

#### Why this funding opportunity?

An APS is a tool that USAID uses for funding projects. The goal of this APS is to invest in the East African region's ability to lead, manage, and finance their own economic and social development. This partnership opportunity aims to build market-based approaches and investments as a means to accelerate private sector growth and support East Africa's journey to self-reliance.

### SUBMITTING A PROPOSAL

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1. **Determine if you are eligible.** New partners encouraged to apply. More eligibility criteria listed in application documents.
2. **Review the application documents:**
  - **Go to:** <https://www.grants.gov/web/grants/search-grants.html?keywords=72062320APS00001>
  - **Go to:** *Related Documents*
  - **Read:** *East Africa Prosper APS PDF and East Africa Prosper APS Window One PDF*
3. **Draft a concept paper.** Papers must demonstrate how the criteria listed in the APS application will be addressed. Refer to the documents listed above for detailed instructions.
4. **Submit your paper** to [EAprosperaps@usaid.gov](mailto:EAprosperaps@usaid.gov). Papers will be reviewed every 90 days.

#### Focus Areas for your proposal include:

- **Trade facilitation.** Improve availability and flow of market information and analytics. Identify actionable, near-term business linkages that concretely contribute to increasing two-way trade opportunities. Measurably increase new AGOA utilization.
- **Co-investments.** Co-invest with leading U.S. and other firms on building large scale sourcing partnerships in sectors, products, and firms with the greatest potential for large-scale growth. Promote positive change on transparency and competition.
- **Enabling Environment.** Targeted policy interventions that unlock specific trade or investment opportunities. Support implementation of key U.S. trade policy priorities.
- **Leveraging.** Leverage existing resources of applicants, private sector, nonprofits, other USAID missions, USG agencies, and/or host country government organizations.

### CONTACT

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Email all questions to Jennifer Kiiru ([jkiiru@usaid.gov](mailto:jkiiru@usaid.gov)) and Nya Kwai Boayue ([nboayue@usaid.gov](mailto:nboayue@usaid.gov)).